

What is claimed is:

1. A system for electronic reservation referral, comprising:

5 a plurality of business partners;

a processing center, electronically connected to each of said plurality of business partners;

10 wherein a consumer can contact any of said plurality of business partners and said processing center to place a reservation for goods or services,

said processing center searches databases of said plurality of business partners for additional goods or services relating to said goods or services addressed in said reservation, and sends said consumer confirmation of said reservation, said confirmation comprising options to choose said additional goods or services.

2. A system for electronic reservation referral as recited in claim 1, wherein said confirmation is an email.

3. A system for electronic reservation referral as recited in claim 1, wherein said plurality of business partners are travel-related businesses.

25 4. A system for electronic reservation referral as recited in claim 1, wherein said email comprises marketing impressions for at least one of said plurality of business partners.

30 5. A system for electronic reservation referral as recited in claim 1, wherein said confirmation is a facsimile.

6. A system for electronic reservation referral as recited in claim 1, wherein said confirmation is a letter.

5 7. A method of electronic reservation referral, comprising the steps of:

receiving a reservation or purchase of goods or services from a consumer of a one of a plurality of business partners;

searching databases of remaining ones of said plurality of business partners for additional goods or services relating to
10 said goods or services addressed in said reservation; and

sending said consumer a confirmation of said reservation with results of said searching provided in said confirmation.

15 8. A method of electronic reservation referral, as recited in claim 7, comprising the further step of determining if said reservation includes an email address for said consumer, and when an email address for said consumer is included, sending said confirmation as email.

20 9. A method of electronic reservation referral, as recited in claim 8, further comprising the step of determining if said reservation includes a facsimile number for said consumer if no email address is included, and when only a facsimile number is included for said consumer, sending said confirmation as a
25 facsimile.

10. A method of electronic reservation referral, as recited in claim 9, wherein said step of sending said confirmation is completed by letter.

30 11. A method of electronic reservation referral, as recited in claim 8, wherein said results of said search included in said

004027-802250
a

email confirmation are interactive hyperlinks solicit email addresses.

5 12. A method of electronic reservation referral, as recited in claim 7, wherein when said consumer selects one of said additional goods or services, said method further comprises the step of sending a confirmation of reservation of said additional goods and services to said consumer.

10 13. A method of electronic reservation referral, as recited in claim 7, further comprising the step of sending additional confirmations at intervals between a time of said reservation and delivery of said goods or use of said services.

15 14. A method of electronic reservation referral, as recited in claim 7, further comprising the step of including marketing impressions in said confirmation of said reservation.

20 15. A method of electronic reservation referral, as recited in claim 13, further comprising the step of including marketing impressions in said additional confirmations.

25 16. A method of electronic reservation referral, as recited in claim 7, wherein said plurality of business partners are all travel-related businesses.

30 17. A method of electronic reservation referral, as recited in claim 16, wherein said plurality of business partners comprise hotels, airlines, taxi services, limousine services, attractions, State parks, rental cars, restaurants, meeting planning companies, fuel providers, theme parks, retail

operations, convention industry, cruise lines, convention & visitors bureaus, travel agencies, and tour operators.

5 18. A method of electronic reservation referral, as recited in claim 12, wherein said plurality of business partners are all travel-related businesses.

10 19. A method of electronic reservation referral, as recited in claim 18, further comprising the step of, when said consumer selects one of said additional goods or services from one of said remaining ones of said plurality of business partners, said one of said plurality of business partners is informed of said selection of said additional goods or services.

15 20. A method of electronic reservation referral, comprising the steps of:

receiving a reservation or purchase of goods or services from a consumer of a one of a plurality of travel-related business partners;

20 searching databases of remaining ones of said plurality of business partners for additional goods or services relating to said goods or services addressed in said reservation;

25 sending said consumer a confirmation of said reservation with results of said searching provided as interactive hyperlinks in said confirmation; and

determining if said reservation includes an email address for said consumer, and when an email address for said consumer is included, sending said confirmation as email

30 wherein when said consumer selects one of said additional goods or services, said method further comprises the steps of:

sending a confirmation of reservation of said additional goods and services to said consumer

sending additional confirmations at intervals between a time of said reservation and delivery of said goods or use of said services, and

5 informing said one of said plurality of business partners of said selection of said additional goods or services from said one of said remaining ones of said plurality of travel-related business partners.

10 21. A method of electronic reservation referral, as recited in claim 20, further comprising the step of including marketing impressions in at least one of said confirmation of said reservation and said additional confirmations.

15 22. A method of electronic reservation referral, as recited in claim 20, wherein said plurality of travel-related business partners comprise hotels, airlines, taxi services, limousine services, attractions, State parks, rental cars, restaurants, meeting planning companies, fuel providers, theme parks, retail operations, convention industry, cruise lines, convention & visitors bureaus, travel agencies, and tour operators.

20 23. A method of electronic reservation referral, as recited in claim 20, wherein when said confirmation of said reservation fails to include an email address for said consumer, sending
25 said confirmation of said reservation by one of facsimile, interactive voice recording and letter.